

Message Text

UNCLASSIFIED

PAGE 01 BANGKO 12694 021338Z
ACTION EA-12

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FM AMEMBASSY BANGKOK
TO USDOC WASHDC
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UNCLAS BANGKOK 12694

E.O. 11652: N/A
TAGS: 3/0, TH
SUBJ: ADS, REQUEST FOR STAN THOMPSON GOLD CLUB CO., CULVER CITY,
CA.

REF: USDOC CD 144, MARCH 14, 1978

THE FOLLOWING FIRMS HAVE BEEN CONTACTED AND HAVE EXPRESSED
INTEREST IN ACTING AS DISTRIBUTOR FOR STAN THOMPSON'S PRODUCTS:

1. PRO-AM GOLF LTD., PART.
68-70 U-NAKAN ROAD
BANGKOK, THAILAND
CONTACT: MR. BOON-AEK DEJTHAMRONG, MANAGEER
PHONE: 2214277, 2216672
CABLE: SIPHYARMS BANGKOK
COMMENT: MR. BOON-AEK HAS EXPRESSED INTEREST IN THIS PROPOSAL
AND WISHED TO MEET MR. ANDERSON FOR FURTHER DISCUSSIONS,
WHEN MR. ANDERSON ARRIVES BANGKOK ON MAY 16.
PRO-AM GOLF WAS ESTABLISHED IN 1969 AS A LIMITED
PARTNERSHIP AND OPERATES AS IMPORTER AND DISTRIBUTOR
OF GOLF CLUBS AND TENNIS EQUIPMENT AND SUPPLIES.

2. CENTRAL DEPARTMENT STORE
306 SILOM ROAD
P.O. BOX 471
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BANGKOK THAILAND
CONTACT: MR. SUTHIKIART CHIRATHIWAT, DIRECTOR
PHONE: 2336930
CABLE: CETRAC BANGKOK
TELEX: CETRAC TH 2768
COMMENT: THIS IS A LARGE DEPARTMENT STORE REPRESENTING A LONG
LIST OF AMERICAN AND EUROPEAN PRODUCTS. FIRM HAS EXPRESSED

INTEREST IN STAN THOMPSON'S GOLF CLUBS AND WISHES
TO OBTAIN DETAILS INFORMATION ON THE PRODUCTS AS WELL
AS TO DISCUSS DISTRIBUTORSHIP WITH AMERICAN REPRESENTATIVE
WHO WILL BE IN BANGKOK ON MAY 16.

3. MERRY WEAR LTD. PART.

GOLF SPORT DIVISION

182-4 RAMA 1 ROAD

P.O. BOX 2434

BANGKOK, THAILAND

CONTACT: MR. J. N. HUANG, MANAGER

PHONE: 2512584

CABLE: SONGTHAM BANGKOK

COMMENT: MR. HUANG STATED THAT MARKET FOR GOLF CLUBS IN
THAILAND IS RELATIVELY SMALL WHEN COMPARED TO MACKETS
IN HONG KONG AND SINGAPORE. TO PROMOTE THIS TYPE
OF PRODUCT, PRICE SEEMS TO BE THE MAJOR FACTOR
FOR THE THAI MARKET. HOWEVER, MR. HUANG HAS STILL
EXPRESSED INTEREST FOR THIS OFFER AND WISHES TO
NEGOTIATE WITH US. REPRESENTATIVE. SUBJECT FIRM
IS U WELL KNOWN IMPORTER AND DISTRUBUTOR OF SPORT-
ING GOODS, IN PARTICULAR, GOLF CLUBS AND
ACCESSORIES.

WHITEHOUSE

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NNN

Message Attributes

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